

AGENDA

1. SETTING UP THE SCENE.

- a. About us.
- b. Self-Service BI in real life.

2. THOUGHTFUL MEMES.

3. MEANINGFUL TAKEAWAYS.

- a. KEY METRICS.
- b. INFORMATION SUPPLY-DEMAND MATRIX.
- c. ROLE-BASED S&D MATRIX.

Area: **Business Intelligence**
Solution Provider

Technology: **Qlik Sense**
(Gartner Magic Quadrant Leader)

Location: **Kazakhstan**

Customers: **40+** (KZ, USA)

Projects: **110+** (2019-2022)

Datanomix Academy:
Online education Qlik Sense
400+ students, **3** countries

- World and Region Recognition:
 - World Commerce & Contracting Innovation & Excellence Awards 2021 – global winner
 - Qlik Data Transformation Awards 2021
 - KZ IT Exporter of the Year 2021
 - World Justice Challenge 2022
 - World Procurement Award 2022



Sberbank KZ

Trained 60+ users.

Over the next year, they did 200+ reports on their own.

www.dataliteracy.ru

Goals:

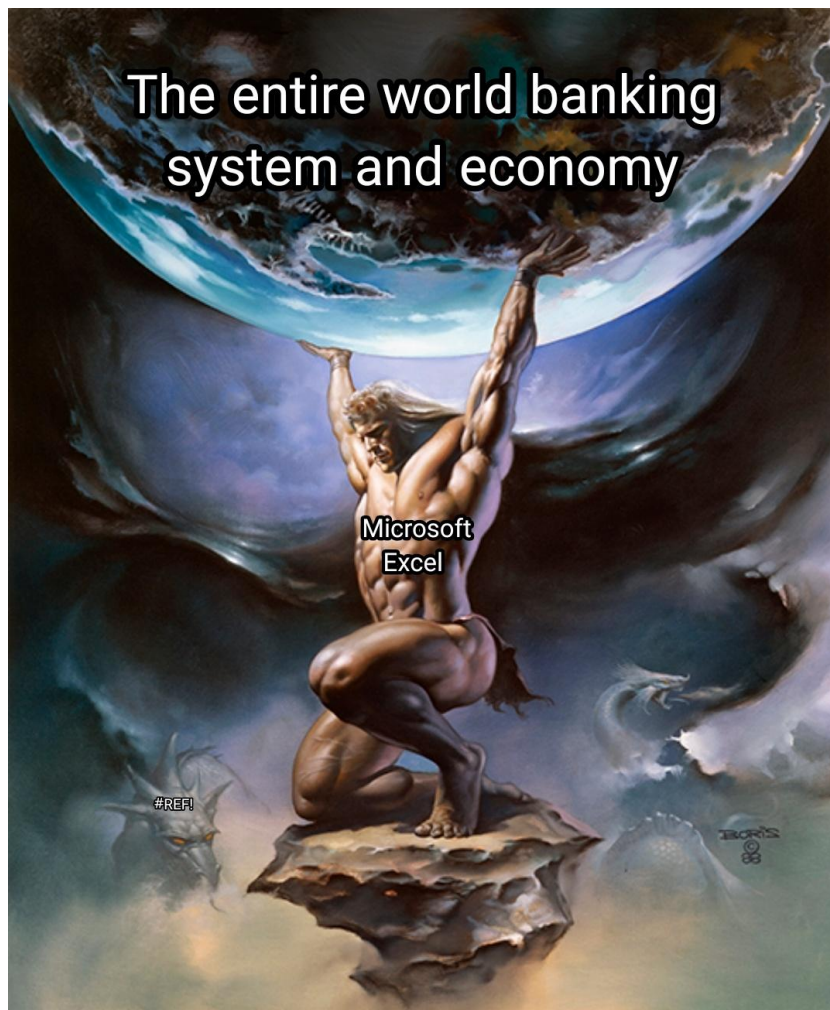
- Roll out the unified self service BI tool.
- Organize a Center of Excellence on the basis of the CDO office, including representatives of key blocks of the Bank, to ensure the availability of data for bank employees;

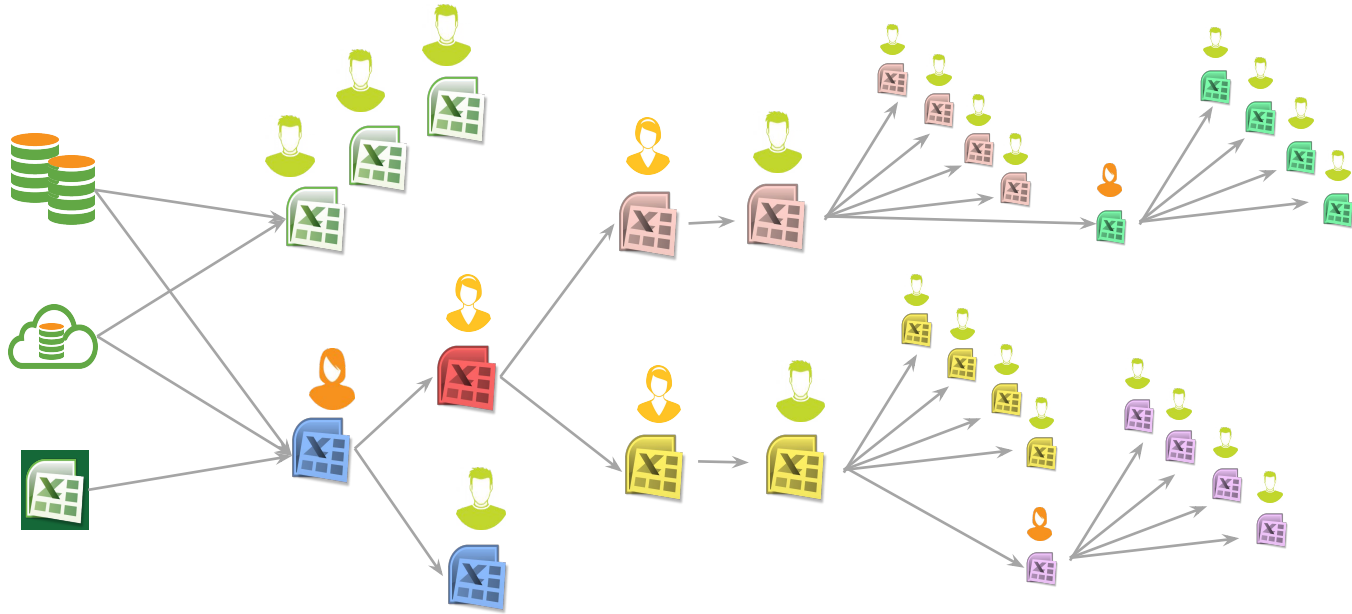
Results:

- Qlik Sense as the Unified Self Service BI Tool.
- Reduced costs around **\$370 000 per year** - 90% of management reporting is developed internally by users (without outsource-team).

**THE
SHOW
MUST
GO
ON.**

**THE
REPORT
HAVE TO
BE
DONE.**





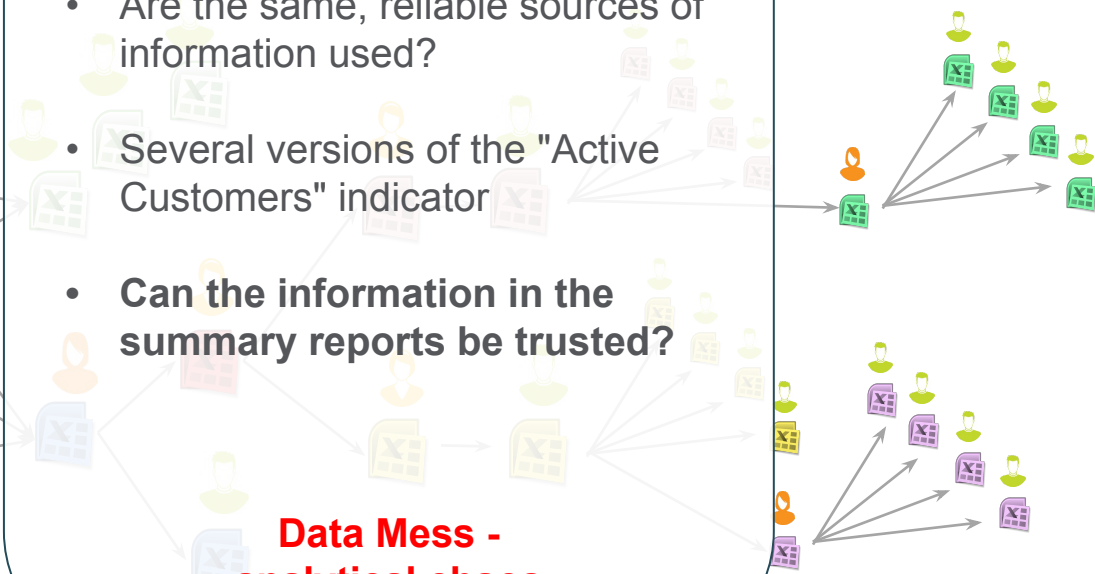
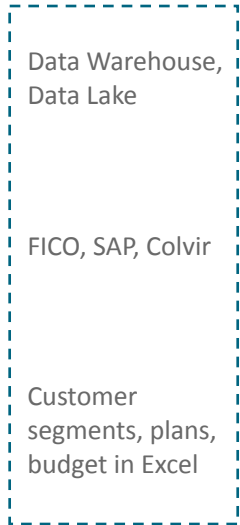
Who Wants a Report?



Each employee forms their own "knowledge base" and trusts their own Excel file.

- Are the same, reliable sources of information used?
- Several versions of the "Active Customers" indicator
- **Can the information in the summary reports be trusted?**

**Data Mess -
analytical chaos**



What is it all about?

Information supply-demand

Information consumers:

- People
 - USE TOOLS
 - MAKE DECISIONS
 - FORMULATE HYPOTHESIS FOR ML-models.
- Information systems, mobile applications.
 - push real-time offer.

How to satisfy information demand?

Two common ways

Two ways to satisfy information demand:

1. Self-Service business intelligence.
2. Centralized report/insight-factory

Three metrics

let's start to track where we are.

Why do we need to change something?

Time-to-data

The speed of obtaining and finding quality data that you can trust.

How long does it take for the data to appear in DWH/BI?

Time-to-report

The speed of creation of management, financial, operational reporting.

How long does it take to build an application from the moment you receive the data?

Time-to-insight

The rate of hypothesis formation, hypothesis testing, and drawing conclusions from the experiments.

Clean data for ML models - quality borrower qualifications, increased AR loan applications.

Qlik products optimize the metrics!

Change Data Capture



Qlik  Replicate

Область полу- и неструктурированных данных



Qlik  Compose

Область стандартизованных структурированных данных



Qlik  Compose

Аналитический профиль



Qlik  Sense

In-Memory СУБД



Qlik  QVD

Слой микросервисов



Оперативные хранилища



Qlik  QVD

CI/CD Orchestrator



Self Service BI



Qlik  Sense

Аналитические решения в реальном времени



Qlik  Sense

Дашборды



Qlik  Sense

Role-based supply-demand information matrix

Management Roles		Executive, C-level	Finance department	Branch manager	HR partners	Risk managers	Regulator
Domain ↓	Subdomain ↓						
HR	Turnover	v	v	v	v	v	
	Education		v	v	v	v	
	Recruitment efficiency	v	v	v	v	v	
	Hiring forecast	v	v	v	v		
	Vacation		v		v	v	
Finance	Finance results	v	v	v		v	v
	P&L	v	v			v	
	Cost allocation	v				v	v

Information interfaces and information consumers types

Information Interfaces	Casual users		Power users	
	Data Customers	Data explorers	Data analysts	Data Architect
Interactive dashboards, regulatory reports, alerts and notifications				
Self-Service BI, process automation				
Data Marts. Data Catalog.				
SQL				

Reports Availability by Roles (Workplaces Coverage Scorecard)*

Data Area Process Group	Executives: CxO, VP, MD	LOB Management Directorate +PMOs + IBFs	Regional Directorate	Sales + Account Management	Program directors / managers	Finance Management + PAD	Recruitment Management + Recruiters + IM	HR Management + HR Partners
Management	0,59	0,69	0,68	0,71	0,75	0,67	0,67	0,50
Financial Management Data	0,50	0,58	0,50	0,50	0,63	0,67	0,67	0,50
Financial Operations	0,50	x	x	x	x	x	x	x
KPIs & Motivation	0,92	0,92	0,92	0,92	0,92	x	x	x
Business Core: Acquisition	0,00	0,00	0,25	0,23	0,50	x	x	x
Sales	0,00	0,00	0,25	0,23				
Business Core: Build up	0,52	0,53	0,34	0,50	0,80	0,33	0,65	0,67
Recruitment	0,52	0,53	0,38	0,50	0,80	0,33	0,65	0,67
Infrastructure	0,50	x	0,00	x	x	x	x	x
Business Core: Maintenance	0,50	0,75	0,85	0,66	0,75	1,00	0,63	0,58
HR Development and Training	0,41	0,70	0,67	0,70	0,70	1,00	0,83	0,46
B2E Marketing	0,00	x	x	x	x	x	0,00	0,00
Delivery	0,71	1,00	1,00	0,71	1,00	x	x	1,00
Order-to-Cash	0,50	0,50	1,00	0,50	0,50	1,00	x	x
Support Processes	0,50	0,67	0,83	1,00	1,00	1,00	x	0,50
Travel and Relocation	0,50	0,67	0,83	1,00	1,00	1,00	x	0,50
Total Workplace coverage	0,46	0,61	0,62	0,63	0,79	0,80	0,54	0,52

Why?

what lessons could we learn

The core conclusions are:

1. Self service data platform - provide easy-to-use tools for dashboards, reports crafting with short learning curve in a bank.
2. User journey map for all kinds of users to develop their skills.
3. Business ready data must be ready-to-use when we need them.